

Application No. 10/724,123
Reply to Office Action of November 6, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	Atty.Docket No.:	007412.00794
John S. Hendricks		
Serial No.: 10/724,123	Group Art Unit:	2421
Filed: December 1, 2003	Examiner:	Dominic Saltarelli
For: METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL	Confirmation No.:	9915

AMENDMENT

U.S. Patent and Trademark Office
Mail Stop: Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

This paper is in response to the non-final Office Action mailed November 6, 2009; please amend the instant application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 8 of this paper.

The Shortened Statutory Period expires on February 9, 2010 (February 6 was a Saturday, and Federal agencies in the DC area were closed on February 8 due to a snow emergency), so no extensions are believed due with this filing. However, any required extensions are hereby requested, and the Commissioner is authorized to charge any fees due at this time to our Deposit Account No. 19-0733.